



## Press Release

### **Domino's Pizza and Dunkin' Donuts employees undertake the task of beach cleaning post Ganpati Visarjan**

*Thousands of employees of Jubilant FoodWorks Limited participated in the cleaning drive  
The initiative was undertaken at 21 locations across Maharashtra and Central India*

**Mumbai, September 16, 2016:** Continuing with its commitment of bringing about a behavioural transformation towards personal hygiene and cleanliness among Indians, thousands of employees of Jubilant FoodWorks Limited (JFL), the master franchise for Domino's Pizza and Dunkin' Donuts, came together to participate in a beach cleaning drive in several regions of India, post Ganpati Visarjan (immersion of Lord Ganesha idols). The beach cleaning is a part of the organisation's ongoing 'Be the Change' campaign - a long-term sensitization program towards ensuring a clean India - to demonstrate their commitment and responsibility towards maintaining the environment. JFL has been undertaking this initiative for the past 4 years.

Ganesh Chaturthi, one of the most important religious festival in Western and Central India, culminated today with the Visarjan of Lord Ganesha's idols. Thousands of idols were immersed in water bodies throughout Maharashtra and Central India leading to the accumulation of flowers, coconuts, plastic bags, food packets and other residue by the festival revellers.

JFL employees undertook the drive at 21 locations across Maharashtra and Central India. The cities that were cleaned during the drive included Mumbai, Surat, Pune, Baroda, Ahmedabad, Daman, Goa, Nashik, Jalgaon, Dhule, Aurangabad, Kolhapur, Solapur, Sangli, Satara, Nagpur, Jabalpur, Vasai, Butibori, Nagar and Bhavnagar. Beach cleaning activity was undertaken by Domino's Pizza and Dunkin' Donuts employees along with local stakeholders across various cities. In Mumbai, more than 360 employees of JFL participated in the drive by cleaning the Juhu Beach.

**Speaking on the occasion, Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited** said, "It is a matter of great pride for us that for the past 4 years, all members of the JFL family have been committed towards bringing about a positive change in the environment. Each year, we see greater participation from them to clean the beaches, across India, post Ganesh Visarjan. Our 'Be The Change' initiative has also been successful in sensitizing JFL-ites and others around them, about the importance of cleanliness and hygiene for a cleaner environment."

## About “Be The Change”

‘Be The Change’ is a movement that showcases the commitment of Jubilant FoodWorks as well its 27,000+ employees at Domino’s Pizza and Dunkin’ Donuts to become change agents and drive awareness among the citizens of the country towards individual ownership and responsibility for keeping one’s immediate surroundings clean. The initiative aims at bringing about behavioural change among the various segments of the society to enable a holistic transformation. The movement was launched by Shri Arun Jaitley, Hon’ble Finance Minister, on the occasion of Swachhta Divas in 2015, where 27,000+ employees of Jubilant FoodWorks in over 240 cities pledged to keep their surroundings clean and bring about a behavioural change.

## About Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL/Company) is part of Jubilant Bhartia Group and India’s largest food service Company, with a network of 1062 Domino’s Pizza restaurants across 248 cities (as of September 3, 2016). The Company & its subsidiary have the exclusive rights to develop and operate Domino’s Pizza brand in India, Sri Lanka, Bangladesh and Nepal. At present it operates in India and Sri Lanka. The Company also has exclusive rights for developing and operating Dunkin’ Donuts restaurants for India and has launched 73 Dunkin’ Donuts restaurants across 23 cities in India (as of September 3, 2016).

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